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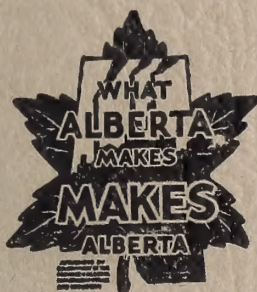
GOVERNMENT OF THE PROVINCE OF ALBERTA

OFFICE OF

Alberta
THE PROVINCIAL MARKETING BOARD

EDMONTON ALBERTA

TRADE MARK



REGISTERED

ELEVENTH ANNUAL REPORT
OF
THE PROVINCIAL MARKETING BOARD
DEPARTMENT OF INDUSTRIES AND LABOUR
GOVERNMENT OF THE PROVINCE OF ALBERTA.

1949.

Submitted by
GEORGE A. CLASH
Chairman

INTRODUCTION

THE ALBERTA MARKETING ACT
(1937, c. 41)

ELEVENTH ANNUAL REPORT

OF

THE PROVINCIAL MARKETING BOARD

DEPARTMENT OF INDUSTRIES AND LABOUR

GOVERNMENT OF THE PROVINCE OF ALBERTA.

THE PROVINCIAL MARKETING BOARD

- (1) "For the purpose of providing producers, manufacturers, distributors and consumers in the Province with means of buying and selling goods, wares, merchandise and natural products at a price which is fair and equitable, the Lieutenant Governor in Council may constitute a Board to be known as "The Provincial Marketing Board", which shall be a body corporate and shall be empowered to buy and sell and deal in any goods, wares, merchandise and natural products, or any of them whatsoever, either by wholesale or by retail, or both by wholesale and retail, and to act as a broker, factor or agent for any person in the acquisition or disposition of any goods, wares, merchandise or natural products, and for that purpose to do and transact all acts and things which a natural person engaged in a general mercantile business has the capacity or the power to transact.
- (2) With the approval of the Lieutenant Governor in Council the Provincial Board is empowered to engage in any or all of the following businesses, namely, manufacturing, producing, processing, handling or distributing of any of the goods, wares, merchandise or natural products, and incidentally thereto, to acquire by purchase or otherwise any land or any other property required by the Provincial Board for the purpose of or incidental to any such business and to do and to transact all acts and things which a natural person engaged in any such business has the capacity or power to transact, including the borrowing of money for any of the aforesaid purposes".

Submitted by

George A. Clash

Chairman

EXTRACT FROM

THE ALBERTA MARKETING ACT
(1939, c 3, s 1)
REVISED STATUTES OF ALBERTA 1942
VOLUME III, CHAPTER 253

An Act respecting the Marketing
of Natural Products and other
Commodities and to provide for
the regulation thereof within
the Province.

THE PROVINCIAL MARKETING BOARD

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Financial Report of the Provincial
Marketing Board for the year ended December
31st, 1949.

(a) Financial Report of Prairie Woolen Mills, Limited
(a wholly owned subsidiary of the Provincial Market-
ing Board) ----- December 31st, 1949.

The Financial Reports referred to above have been prepared and
audited by direction of the Provincial Auditor.

THE PROVINCIAL MARKETING BOARD
DEPARTMENT OF INDUSTRIES AND LABOUR
GOVERNMENT OF THE PROVINCE OF ALBERTA

10302 - 107th Street,
Edmonton, Alberta.

December 31st, 1949.

To:

Honourable Dr. J. L. Robinson,
Minister,
Department of Industries and Labour.

Sir:

It is my privilege to submit herewith the eleventh Annual Report of the Provincial Marketing Board for the year ending December 31st, 1949, together with report of:

- (a) Expenditures approved by the Board as Agent of the Government of the Province of Alberta, in connection with the construction and operation of the Oil Sands Project at Bitumount, Alberta.
- (b) Expenditures incurred by the Board for the purpose of preservation, repair and operation of a Woollen Mill at Magrath, as Agent for the Provincial Treasurer from January 1st to July 31st, 1949, inclusive.
- (c) Acting as Agent of the Minister of Public Works by authority of Order-in-Council #369/47, report of proceeds of sales for the year ended December 31st, 1949.
- (d) Financial Report of Marketing Services Limited (a wholly owned subsidiary of the Provincial Marketing Board) for the year ended December 31st, 1949.
- (e) Financial Report of Prairie Woollen Mills, Limited (a wholly owned subsidiary of the Provincial Marketing Board) from August 1st to December 31st, 1949.

The Financial Reports referred to above have been prepared and audited by direction of the Provincial Auditor.

THE PROVINCIAL MARKETING BOARD.POLICY OF THE BOARD.

1. To encourage the development of Alberta by promoting industrial enterprises for the utilization of our natural resources.
2. To provide facilities to assist industries, through the mass buying of raw materials.
3. By means of mass buying and direct distribution to assist farmers of the Province to reduce production costs by making available to them machinery parts and other supplies essential to farm production, at lower prices.
4. To assist in the distribution of the products of Alberta farms and industries and by direct contact to make the people of Alberta familiar with the merits of Alberta-Made Goods.
5. To assist in the rehabilitation of returned veterans and others, by making available to them demolition materials, thereby providing them with the means of constructing homes and places of business.
6. To sponsor, manage and operate industries within Alberta for the utilization of our natural resources.

SCOPE OF REPORT.

In keeping with the range of the activities and responsibilities of the Provincial Marketing Board, this report is divided into the following Sections:

- A. Activities relating to Production.
- B. Buying Policies.
- C. Selling and Promotional Activities.
- D. Implement Parts Distributors.
- * E. New Industrial Development.
- F. Veterans' Rehabilitation Assistance.
- G. Trading Activities - All trading activities during the year under review were conducted by the Board's Sales and Wool Products Divisions and by its wholly owned subsidiaries, Prairie Woollen Mills, Limited and Marketing Services Limited.
- H. Comparative Tables of Statistical Data.

* (See Note on Page 8.)

THE PROVINCIAL MARKETING BOARD.

POLICY OF THE BOARD.

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A. ACTIVITIES RELATING TO PRODUCTION.

The Producer, both primary and secondary, is the foundation of the economy of any Province. Much of the work under this heading is related to other functions of the Board, which will be referred to as these are dealt with. For example, in assisting the industrial producer, the Board has established policies of mass buying of raw materials, the purpose being to reduce costs of production. Because of this assistance the small producer has in many cases been able to sell his goods at a price in line with larger organizations.

The year 1949 witnessed a slow but steady improvement in the supply situation in many lines which had been difficult to obtain in the earlier postwar years. The enormous demands of several basic industries, however, proved too great to be met with ease from existing sources of supply, and shortages in these lines slowed production to some extent. The two major industries affected were Construction and Oil.

The Construction Industry created demands for cement, which were utterly beyond the productive capacity of the country. Even in this Province where the manufacture of cement is carried on, the demand has at times exceeded the supply. Cement was imported from the U.S.A. when available, but at a much higher cost than the Canadian cement. As a result, construction either of homes or industrial plants required an increased expenditure of capital, and this was reflected in the cost of living to the ultimate owner or occupant.

The Oil Industry was affected by the shortage of steel and by strikes in basic industries. Oil Well casing was obtained by this Board in satisfactory quantities despite the undreamed of expansion of the Oil discoveries in the Province, but steel for the manufacture of Oil Well supplies and refining equipment was difficult to locate. Through the agency of this Board large quantities of steel for fabrication were located and imported from many States, Illinois to California. Huge steel tanks were brought to Alberta, and dismantled to provide flat steel sheets. This demand in turn contributed to the maintenance of employment at the high level which has been so noticeable in this Province throughout 1949.

Sheet metal, particularly galvanized, has been in short supply, but this Board has assisted in locating sufficient of this material to provide several manufacturers with a proportion of their requirements to a greater extent than in former years. Aluminum sheets continued to be used as a substitute material, but at increased cost, and, in some cases, with lowered efficiency.

(Forward)

Wool required for one primary industry was subject to an unusual World wide demand with a consequent increase in price. This was very marked at the opening of the annual wool Auctions in New Zealand and Australia late in 1949, where opening prices were as much as 40% above previous levels. In this connection it will be of interest to note that Russia has entered this market as a very heavy buyer and that stock piling of wool in that country is indicated.

Practical assistance to industries in the Province included the provision of inventories for such diverse types as:

The Honey Industry - Oxygen and Acetylene Industry - Pipe for the installation of gas for domestic uses - Rock Wool for Insulation - Propane Gas Equipment - Contracting and House Building - Asbestos Board manufacturing - Oil Well and Refinery supplies - Oil Well Casing - Automatic Coal Stokers - Woollen Blankets - Manufactured Castings - Sheet Steel - Oil Well Equipment - Galvanized Iron - Canada Sheet Metal.

The question of reduction of production costs also has been undertaken by reducing the cost of machines and repair parts. This important aspect of the Board's activities is dealt with in Section "D" entitled "Implement Parts Distributors".

B. BUYING POLICIES.

To these reference has already been made. In regard to costs, it is self-evident that small manufacturers purchasing their raw materials in comparatively small quantities cannot hope to compete with Firms who obtain their materials at low prices by purchasing in large quantities. The effect of restricted buying on the small local manufacturer is higher costs, higher prices, resulting in inability to compete with the larger businesses.

To offset this disadvantage, the Provincial Marketing Board is empowered to purchase raw materials in quantity. This means substantial savings which are then passed on to the manufacturer. To this end the Board has purchased quantities of sheet steel and iron castings, paper sacks, coal, steel, iron, lumber, cement, bee foundation, beekeepers' supplies and honey containers, weed eradication chemicals - sodium chlorate, electric motors and gas motors, cast iron pipe and castings, acetylene cylinders, steel bars and tubing, linoleum, wool, asbestos, vermiculite, oil well casing, insulation blowing machines and trucks, propane gas equipment including cylinders, ranges, radiants, hot water tanks and regulators. These have been held in storage and released as required by the manufacturer or distributor, with the result that Alberta industries have been placed upon a more equitable competitive basis. An important addition to the above is the importation of oil well casing and sheet steel for the fabrication of oil well specialty items, most of which had of necessity to be imported from the U.S.A.

C. SELLING AND PROMOTIONAL ACTIVITIES.

From the time it was first organized the Provincial Marketing Board has been active in encouraging the sale of Alberta products. Not only by intensive campaigns of promotional advertising, but also through personal contacts made and by correspondence, this work has been energetically carried on. Inquiries are received continuously from various sections of Canada and from other countries, concerning the Alberta products available and their quality.

The Board in 1949 continued its own direct efforts in the patenting, manufacturing and marketing of Disc Sharpeners, an improved Stook Sweep, both for Agriculture, and is interested in a Chain Crawler Hoist of new design, the patented idea of an Albertan. Other ideas are under investigation, several being brought to the Board by new Albertans from the ranks of Displaced Persons. It should not be overlooked nor disregarded that many of these Displaced Persons have native skills, arts and ideas which they have been unable to develop in their own distressed lands, but which with careful guidance may contribute very much to the greater development and wealth of this already favoured Province.

There has been an increased demand for Alberta production, particularly food-stuffs, building materials, cement, machinery and equipment such as bulldozer blades, overhead shovels, grain loaders, carburetors, corrugated cement board, and the outlook for an even more active demand for goods produced in Alberta is encouraging.

D. IMPLEMENT PARTS DISTRIBUTORS.

Evidence to the fact that the farming communities are taking advantage of this service rendered is shown by the continual number of inquiries and requests the Board is having to enlarge the scope of this activity, particularly to include certain types of farm equipment. Stocks have been provided, well in advance, for 1950. Parts of standard quality and bearing a money back guarantee are purchased and shipped in bulk to distributing depots located in Edmonton, Red Deer, Calgary and Lethbridge, and maintained under the direction of competent staffs.

In addition to mass buying, savings in the cost of farm machinery repairs have been made possible by payment of cash. In this way the Board obtains a discount in addition to the usual discounts allowed for large purchases. A large percentage of Parts now in stock were bought direct from manufacturers of Parts. On hand now are Parts for tractors and binders; as the demand has required, additional Parts for other farm implements have been stocked.

In addition to repair Parts necessarily imported from outside manufacturers, the Marketing Board has canvassed the resources of Alberta manufacturers. As a result, many Parts, such as those of wood, as well as iron and aluminum castings, all produced in Alberta, are being distributed through the Board's depots. Among this class are tank heaters, feed cookers, pump jacks, grain grinders, manifolds, carburetors, bench vises, stook sweep kits, wrecking bars, variable speed control

(Forward).

units, grain loaders and unloaders, truck power take-offs, universal joints, ball bearing governor change-over, sheaves and pillow blocks, tiller spools, segment and worm, tiller air wheels and hubs, electric fencers, light and heavy duty batteries, one-way disc grinders, all of which are first quality lines.

For several years sales tests have been carried on by the Board to ascertain other requirements of farmers. Upon the results obtained, quantity purchases of certain lines have been made and this extended service has received splendid support by the consumers' demand. The lines carried include repair tools, forges, logging chains, farm lighting plants and batteries - both gas and electric - electric motors, post-drills, anvils, vises, chain hoists, power grain loaders, gasoline engines, water systems and tractor seats.

Sales of Implement Repair Parts have been made on a cash basis. In this way it is possible to bring further benefits to farmers. Accounts operating on a credit basis often turn out to be a loss. Such accounts also entail bookkeeping which adds to the cost of the article. On this cash basis the farmer can be sure that he is obtaining standard quality repair Parts at the lowest possible price. That this is appreciated is proven by the customers who have taken advantage of the services offered with complete satisfaction. More and more they are coming to realize the wisdom and the protection which comes from this progressive policy.

During 1948 and 1949 the Board introduced to farmers through the Depots the M.S.L. Disc Sharpeners. This revolutionary Implement Parts equipment offers an entirely new way of sharpening discs right on the farm. In the past, too much time was lost through the farmer having to dismantle his discs and take them to the nearest blacksmith or machine shop for sharpening, but now, with the M.S.L. Disc Sharpener, he can do the job himself. Considerable interest has been shown by farmers in this Sharpener, and requests are being received daily regarding it from farming centres from British Columbia to Ontario.

The Board has prepared for distribution in 1950 a sixty page Service Booklet giving information to the farmer as to repair Parts available through the Depots maintained by the Crown Corporation, Marketing Services Limited.

E. NEW INDUSTRIAL DEVELOPMENT.

(NOTE: With respect to this Section, the Provincial Marketing Board points out that it is so concerned in and so closely connected with the industrial development of the Province, it is deemed advisable to include a cross-section of the progress made by a number of the Cities and Towns of the Province during 1949, with its report on its own more direct responsibilities. The survey which follows is presented in concise form and has been obtained from reliable sources. Where possible, a forecast has been added of projected development for 1950.)

In spite of difficulties and serious handicaps in securing supplies during 1949, certain established industries continued to extend their facilities, and in turn the whole economic life of the Province. This survey discloses that a very definite trend towards industrial development is taking place. In 1949, with wartime restrictions on construction removed, and with a greater flow of materials, supplies and equipment, Albertans have seen large industrial development. Again it may be well said - "What Alberta Makes, Makes Alberta". The following figures aptly illustrate the truth of the foregoing and indicate industries which are contemplating or who have actually commenced operations in the Province.

CALGARY, ALBERTA.Statement of Building Permits, December, 1949 - Total 3,710 - \$21,881,928.00

1,895	Dwellings	12,907,275.00
22	Two Family Dwellings	199,200.00
5	Apartments	135,000.00
3	Schools	269,886.00
147	Business Buildings	6,603,264.00
837	Alterations and Repairs	1,464,005.00
621	Garages and Sheds	232,005.00
180	Billboards and Signs	71,293.00
<hr/>		<hr/>
3,710		\$21,881,928.00

INDUSTRIAL PROGRESS IN 1949.ALBERTA MARBLE & TILE COMPANY.

This Company has just completed a new plant on 10th Avenue West.

BARNARD TOOL & DIE WORKS.

This is a type of industry which Calgary required and will fill an important function for the machine trade.

BOYD FURNITURE MANUFACTURING CO. LIMITED.

Now operating new factory in part of the building owned by the Woods Manufacturing Company. Space occupied is 24,000 square feet.

CALGARY BREWING & MALTING CO. LTD.

This Company has decided to build a grain drying plant in East Calgary adjacent to their Brewery at a cost of approximately \$50,000.00.

COLOR PRINT & DISPLAY COMPANY.

This is the first plant in Calgary equipped to reproduce art work by the silk service process.

CONSOLIDATED FRUIT COMPANY LIMITED.

The construction of their new cold storage plant on 10th Avenue West is nearing completion. This cost approximately \$500.00.00.

DAD'S COOKIE COMPANY.

Their new bakery on 9th Avenue East was completed some months ago and is now in operation.

CALGARY, ALBERTA.DOMINION FRUIT COMPANY LIMITED.

A modern cold storage plant is now under construction on 10th Avenue West at an estimated cost of \$350,000.00.

GYPSUM LIME & ALABASTINE CANADA LIMITED.

This Company built four buildings to accommodate a Rock Wool Insulation Industry at a cost of approximately \$300,000.00.

HANNA'S FROZEN FOODS.

This is a new locker plant. Capital involved \$45,000.00.

HELM EQUIPMENT LIMITED.

This Company who own and control patented machines for taping and preserving pipe lines have made arrangements with the Perfection Machine Company to manufacture their products for which there will be a large demand.

HUSKY MANUFACTURING COMPANY.

Commenced July, 1949, manufacturing various iron products.

IMPERIAL OIL LIMITED.

A new laboratory has been established at 335 - 7th Avenue West for the testing of cores and general research work. Ten technicians are employed.

KENWAY SADDLE & LEATHER COMPANY.

This company purchased the building at 113 - 10th Avenue East and have commenced manufacturing saddles, harness, etc. Employees total 15.

KOLA ROOFING COMPANY.

Construction of this plant was commenced in February, 1949. They now produce asphalt roofing and building paper products but plans are now under way to manufacture other items using asphalt from local refineries. A temporary shutdown was caused by fire in December but they expect to be in full production again by February.

MCCABE GRAIN COMPANY LIMITED.

A new feed mill and warehouse was completed on 9th Avenue East.

A. E. MCKENZIE COMPANY LIMITED.

An imposing new seed plant is now nearing completion on 9th Avenue West.

CALGARY, ALBERTA.

NATIONAL FOOD PRODUCTS.

This plant commenced manufacturing margarine and pasturized honey.

NORTH STAR MANUFACTURING COMPANY.

A new industry has been secured for Calgary which manufactures engines for model aircraft and automobiles. It is expected that operations will be under way by March of 1950. This is an industry which has developed to large proportions in the United States and as the manufacturing rights have been secured by the above Company for the British Commonwealth, it is anticipated this will develop to be an important industry.

PETROLEUM & WATER LABORATORIES LIMITED.

This is a laboratory for dispensing Petwa and Saverite products (water softeners and conditions).

STANDARD ELECTRIC COMPANY LIMITED.

This Company has just completed a new plant on 10th Avenue West at a cost of approximately \$60,000.00.

SUPREME REFINERIES LIMITED.

The above Company has secured C.P.R. property in the Ogden district with a view to establishing a refinery with a capacity of about two thousand barrels a day. Approximate cost \$100,000.00.

JOHN TYNAN & COMPANY LIMITED.

This Company has decided to build a grain drying plant in East Calgary adjacent to their Brewery at a cost of approximately \$50,000.00.

WESTERN GYPSUM COMPANY LIMITED.

An additional plant was built on their property to produce perlite products at a cost of approximately \$100,000.00.

WESTMOUNT MANUFACTURING COMPANY.

This is a new up to date garment factory which went into operation in July. At present they produce sport shirts and employ 22 workers. Already an extension is contemplated.

CALGARY, ALBERTA.NEW WAREHOUSE OPERATIONS.

Charles E. Frosst Company, of Montreal.

H. J. Heinz Company of Canada Limited. (New Building).

Seismic Service Supply Limited. (New Building).

Asbestonos Corporation Limited.

Calgary Co-op. Fur Farmers' Association Limited. (New Building).

Wilson Electric Supplies Limited. (New Building).

Canada Western Distributors Limited. (New Building).

Provincial Government Marketing Board. Bonnybrook.

THE FOLLOWING COMPANIES WILL CONSTRUCT
NEW WAREHOUSES IN 1950.

Hobbs Glass Company.

Christie Brown and Company Limited.

Kraft Foods Limited.

Calgary Building Supplies Limited.

Chemi-Serve, Alberta, Limited.

Mid-West Paper Sales Limited.

Henry Borger and Son Limited - Winnipeg.

McMillan Lumber Company.

EXTENSIONS TO PRESENT INDUSTRIES.

Union Packing Company.

Manning-Egleston Lumber Company Limited.

Martin Paper Products Limited.

Royal Lumber Yards Limited.

CALGARY, ALBERTA.NEW OFFICE BUILDINGS UNDER
CONSTRUCTION OR COMPLETED IN 1949.

Barron Building.

Bamlett Building.

Calgary Petroleum Building.

Royalite Oil Building.

CITY OF CALGARY STATISTICS.

	<u>1948</u>	<u>1949</u>	<u>Difference.</u>
Purchased Power (K. W. Hrs.)	160,095,200	173,077,200	8.11 % Increase
Connected Load	31,458 H.P.	33,245 H.P.	5.68 % "
No. of Electrical Customers-			
Domestic	28,070	30,056	7.08 % "
Commercial	4,396	4,561	3.75 % "
Power	<u>2,043</u>	<u>2,087</u>	2.15 % "
	<u>34,509</u>	<u>36,704</u>	6.36 % "
No. of Natural Gas Customers	28,774	30,611	6.38 % "
Natural Gas Consumption	17,553,296 MCF	18,149,927 MCF	3.4 % "
No. of Water Connections	24,524	26,342	7.41 % "
No. of Telephones	31,169	35,397	13.56 % "
Value of Building Permits	\$ 13,950,205	\$ 21,881,928	56.86 % "
No. Fare Passengers carried-(Transit System)	28,278,715	29,025,183	2.64 % "
Postal Revenue	\$ 1,411,771	\$ 1,478,765	4.75 % "
Customs Revenue	\$ 10,960,375	\$ 9,692,432	11.57 % Decrease.

BANK CLEARINGS.

	<u>1948</u>	<u>1949</u>	
Calgary	\$927,840,317.00	\$1,086,558,478.00	17.1 % Increase

EDMONTON, ALBERTA.

Value of Building Permits issued in 1949

\$40,050,063.00

This huge total is composed as follows:

290	Commercial	New	8,338,837.00
44	Commercial	Adjusting	349,229.00
284	Commercial	Alterations & Repairs	3,264,628.00
25	Institutional	New	5,047,392.00
22	Institutional	Alterations & Repairs	473,678.00
3	Institutional	Adjusting	43,813.00
36	Residential	Apartments - New	1,349,000.00
4	Residential	Apartments - Adjusting	81,511.00
2,777	Residential	Dwellings \$1,000.00 & up	19,369,932.00
1	Residential	Dwellings under \$1,000.00	500.00
844	Residential	Alterations & Repairs	591,738.00
177	Residential	Adjusting	306,007.00
1,182	Miscellaneous	New	607,832.00
103	Miscellaneous	Alterations & Repairs	225,966.00
<hr/>			
5,792			\$40,050,063.00

This is an increase of \$12,926,734.00 over 1948.

INDUSTRIAL PROGRESS IN 1949.ALBERTA BEDDING COMPANY.

These people have bought over an acre of land from the City to erect a modern bedding factory in the New Kingsway Industrial area.

ARMCO COMPANY LIMITED.

Have erected first unit of plant for manufacturing corrugated steel pipe, etc.

BRITISH AMERICAN OIL COMPANY.

This firm have bought a block of property and have announced their intention of erecting a large refinery during 1950.

CORRUGATED CONCRETE PIPE (ALBERTA) LIMITED.

This firm have erected a plant to manufacture all sizes of cement sewer pipe. Brabant Bros. Limited who control the above Company are also making their western headquarters at the above address. The latter firm are in the road building and earth moving business, irrigation ditches, etc., and own over \$200,000.00 worth of road building and earth moving machinery, trucks, etc.

EDMONTON, ALBERTA.EDMONTON CEMENT BLOCK COMPANY.

This firm have erected a large modern building to manufacture cement building blocks.

EDMONTON PULP AND PAPER COMPANY.

This firm have announced their intention of erecting a pulp and paper plant (first unit to cost at least \$10,000,000.00), construction to start early in 1950.

INTERNATIONAL PIPE LINE COMPANY.

These people have purchased a large block of land and have already commenced construction of tanks and buildings.

McCOLL-FRONTENAC OIL COMPANY.

This firm have also bought a block of land (opposite Imperial Oil Refinery) and announced their intention of erecting a large refinery during 1950.

NORTH EDMONTON IRON WORKS.

Building Verandah Railings and gates, and Farm and Gravel Truck Boxes, etc.

WESTON'S LIMITED.

Weston's Bakeries have purchased about six acres of land from the City on 120th Street in the Kingsway Industrial area and have started construction of buildings for a modern Baking and Biscuit plant to cost over \$600,000.00 not including equipment.

In addition to the above, there are a large number of small manufacturers, construction companies, machine shops, etc. who have erected buildings or rented premises during the year.

WAREHOUSES -- BUILT OR BUILDING --
GENERAL BUSINESS.

Beatty Bros.	- 103rd Avenue.
General Motors Products,	- 108th Street and 102nd Avenue
Gaults Limited	- 107th Street.
Brocks, Warehouses and Offices	- 104th Street.
Clarke Bldg. Stores and Offices	- 102nd Street.
Dominion Rubber Company	- 119th Street (Kingsway Industrial Area)

(Forward).

EDMONTON, ALBERTA.

Kraft Foods Limited	- 119th Street.
Coco Cola,	- Kingsway.
Weston Bakeries,	- 120th Street (Kingsway Industrial area).
Crane Limited,	- Kingsway.
McLeods Hardware,	- 101st Street.
Congdon, Marsh Limited,	- 106th Street.
Canadian Western Brokers Ltd.	- 106th Street.
Bond Drygoods Limited,	- 106th Street.
Standard Electric Company	- 106th Street.
Grossan Parts Limited,	- 107th Street.
Singer Building,	- 101st Street.
MacCosham Storage & Distributing Co. Ltd.	- 102nd Avenue and 104th Street.
Canadian General Electric	- 104th Street.
McCormick Engineering,	- 108th Street. (Bernie Brown).
Naults Limited,	- 10227 - 106th Street.
Insulation Industries Limited,	- Penn Site.
Hobbs Glass Company,	- Penn Site.
Parkhill Bedding Company,	- 120th Street (Kingsway Industrial area).
M. C. Minton Company (Engineering Supplies, Warehousing, etc.),	- 103rd Street, on track.
Alberta Wholesale Co-op. Association	- 120th Street (Kingsway Industrial area).
Wm. Silzer & Sons, (Farm Machinery).	- 7718 - 104th Street.
Waterloo Industries Ltd. Parts Dept. (Farm Implements)	- 7819 - 104th Street.
Smith Bros., McCormick Deering Farm Machinery,	- 7828 - 104th Street.
Shoquist Wicklund Construction Limited,	- 9955 - 78th Avenue.

WAREHOUSES - BUILT OR BUILDING -
FOR THE OIL TRADE.

Jones & Laughlin Supply Co.	- 76th Avenue.
Perforating Guns of Canada Ltd.	- 104th Street and 56th Avenue.
George E. Failing Supply Co.	- Showroom on Kingsway and Warehouse on 127th Avenue.
Hughes Tool Company,	- 104th Street.
Maloney Crawford Company, (Oil Tanks)	- 63rd Avenue.
Core Laboratories,	- 104th Street.
McCullough Tool Company,	- 7904 - 104th Street.
Schlumberger Well Service Corporation	- 104th Street.
Duncan Supply Company	- 142nd Street.
Parker Drilling Company,	- 156th Street and 80th Avenue.
James & Reimer Limited,	- 7015 - 104th Street.
Continental Supply Company,	- 6725 - 104th Street.

(Forward).

EDMONTON, ALBERTA.

Black, Sivalls & Bryson,
 Edeco Canada Limited (English
 Steel Corporation)-two ware-
 houses,
 Lucey Export Company,
 Bear Oil Company,
 Lufkin Company Limited, Ware-
 house and Repair Depot, Pump-
 ing Units for Oilfields,
 Lane Wells Company,
 Seismic Supply Company,
 Eastman Oil Well Service
 Company Limited,
 Alco Machine Works,
 Sheet Metal Works,
 M. O. Johnson Oilfield Service
 Reed Roller Bit Company,
 Tidwell Bit Services,

- 6219 - 104th Street.
 - 101st Street and 79th Avenue.
 - 8645 Stadium Road.
 - 142nd Street.
 - 144th Street.
 - #16 Highway.
 - 7708 - 14th Street.
 - 6432 - 104th Street.
 - 6915 - 104th Street.
 - 7219 - 104th Street.
 - 104th Street.
 - 104th Street.
 - 7109 - 104th Street.

During 1949 Edmonton Building Permits were over \$40,000,000.00 as compared with \$27,000,000.00 in 1948.

BANK CLEARINGS.19481949

Edmonton	\$866,718,439.00	\$1,020,493,676.00	17.7 % Increase
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DRUMHELLER, ALBERTA.

Value of Building Permits issued in 1949	\$114,605.00
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This amount consists of:

New Commercial Construction	4 Buildings	41,600.00
New Residences	2 "	8,000.00
New Recreational Buildings	1 "	25,000.00
New Garages (Private)	6 "	1,365.00
Alterations and Repairs - Commercial		24,250.00
Alterations and Repairs - Residential		<u>14,390.00</u>
		\$114,605.00

While there are no outstanding projects forecast for 1950, the City's own construction programme is estimated at approximately \$120,000.00.

LETHBRIDGE, ALBERTA.

Value of Building Permits issued in 1949

\$4,665,660.00

This total is composed as follows:

417	Fully modern Residences (this includes 50 Wartime \$335,766.00)	\$2,972,500.00
2	Semi-modern Residences	6,500.00
90	Residential Garages	41,350.00
12	Warehouses	88,600.00
6	Store Buildings	172,500.00
2	Office Buildings	260,000.00
1	Theatre	225,000.00
3	Apartment Buildings	127,000.00
1	Church	17,000.00
5	Public Garages	103,600.00
6	Lumber Yards	18,000.00
7	Miscellaneous	140,250.00
157	Residential Repairs, Alterations and Additions	112,380.00
65	Commercial Repairs, Alterations and Additions	361,730.00
4	Institutional Repairs, Alterations and Additions	17,500.00
3	Miscellaneous Repairs, Alterations and Additions	1,750.00
781		<hr/> \$4,665,600.00

The following is the estimated building for 1950, other than residential:

Customs Building	\$ 100,000.00
Library Addition	80,000.00
Artificial Ice Centre	150,000.00
Marshall-Wells Warehouse	150,000.00
Motor Car Supply Company	125,000.00
Royal Bank Building	200,000.00
Kresge Building	400,000.00
Churches	35,000.00
Store Buildings	45,000.00
Gas Company Warehouse	30,000.00
Court House	350,000.00
Lethbridge Herald Building	100,000.00
Hospital	1,000,000.00
Apartment Buildings (3)	200,000.00
	<hr/> \$ 2,965,000.00

LETHBRIDGE, ALBERTA.BANK CLEARINGS.

	<u>1948</u>	<u>1949</u>	
Lethbridge	\$111,121,585.00	\$125,208,466.00	12.68 % Increase

MEDICINE HAT, ALBERTA.

Value of Building Permits issued in 1949	\$971,274.00
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This amount is composed of:

107 Residences	601,300.00
Alterations and repairs to residences	59,627.00
130 Private Garages	56,030.00
1 Church	3,500.00
1 School	5,000.00
1 Public Building	5,500.00
2 Stores	73,000.00
38 Miscellaneous Buildings	89,500.00
29 Buildings, Alterations and Repairs	51,017.00
4 Warehouses	8,800.00
5 Industrial Buildings	18,000.00
	<hr/>
	\$971,274.00

No report is available as to projected construction for this thriving community for the year 1950.

RED DEER, ALBERTA.

Value of Building Permits issued in 1949	\$1,562,850.00
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This consisted of \$1,453,750.00 for new construction, the balance being for alterations and repairs. 150 new residences were completed. Sidewalks, sewers, waterworks and paving accounted for an expenditure of approximately \$100,000.00. It is felt that a similar amount may be required for the same purposes in 1950.

WETASKIWIN, ALBERTA.

Value of Building Permits issued in 1949	\$358,380.00
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No breakdown of this amount is available but the total indicates the growth of this progressive City.

No outstanding items are forecast for 1950 at this early date, but the erection of homes is anticipated to have a value of at least \$150,000.00, a hardware store \$50,000.00, a garage \$20,000.00 and a moving Picture Theatre \$150,000.00. This is in keeping with the majority of Alberta communities, showing a sustained development reflecting the level of prosperity which the Province is experiencing.

BROOKS, ALBERTA.

Value of Building Permits issued in 1949.	\$ 58,750.00
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Extensions to water and sewer lines	\$ 90,000.00
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For 1950 it is anticipated permits for construction of new buildings will reach \$50,000.00. The Town has laid out a programme of Public Works for 1950, consisting of storm sewers, sidewalks, curbing and gutters, but the total amount to be expended on these civic services has not yet been determined.

EDSON, ALBERTA.

Value of Building Permits issued in 1949.	\$ 94,400.00
Part of new High School constructed	60,000.00
	\$154,400.00

During 1949 a start was made on water extensions and sewers, and approximately one and one-half miles of outfall sewer completed plus three-quarters of a mile of water lines.

During 1950 it is anticipated the High School will be completed at a cost of \$115,000.00 plus a dormitory to cost \$25,000.00. Completion of the water extensions and sewers are estimated to cost in 1950 around \$190,000.00. The Imperial Hotel which was recently destroyed by fire may be rebuilt in 1950 at an estimated cost of \$100,000.00, while an entirely new hotel is projected to cost \$125,000.00. Plans are on file for a new garage in 1950 to cost \$15,000.00. The opinion has been expressed that the peak of the housing shortage has been passed and that permits for the erection of residences will be much lower than in the past few years. Much plumbing work remains to be completed and good Plumbers will be assured of steady employment at this point when weather conditions are suitable.

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GRANDE PRAIRIE, ALBERTA.

Value of Building Permits issued in 1949 \$680,239.00

This large amount is made up as follows:

<u>New Construction</u>		<u>Alteration & Repairs.</u>	
Residential	\$189,150.00	\$36,414.00	
Commercial	235,850.00	7,225.00	
Industrial	34,800.00	2,800.00	
Institutional	170,000.00	4,000.00	
	<hr/>	<hr/>	
	\$629,800.00	\$50,439.00	\$680,239.00

LACOMBE, ALBERTA.

Value of Buildings Permits issued in 1949 \$701,000.00

This amount was expended on the following construction:

New School	\$272,000.00
Hospital Addition	117,000.00
Residences (20)	112,000.00
Government Building	75,000.00
School Division Offices	25,000.00
Memorial Centre	40,000.00
Fire Hall	5,000.00
New Garage	15,000.00
Brick Block	40,000.00
	<hr/>
	\$701,000.00

Forecast for 1950 indicates a marked reduction in construction activity but already plans have been laid for:

Baptist Church	\$ 15,000.00
Catholic Church	20,000.00
Theatre	50,000.00
Residences (10)	60,000.00
	<hr/>
	\$145,000.00

LEDUC, ALBERTA.

Value of Building Permits issued in 1949	\$105,100.00
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This amount was almost entirely expended for the completion of 42 residences. During 1949, the \$100,000.00 new Waldorf Hotel was completed. This was projected in the previous Annual Report of this Board.

During 1950 a Federal Building, housing the Post Office and R.C.M.P. (office and residence), will be the major item of construction. Due to the oil development near this Town, it is of interest to note that a point has been reached where there are practically no more lots for sale. Any new building projected will have to depend entirely on negotiations involving privately owned property. While there is a reasonable supply which could be adapted for residential purposes, there is a serious problem in the dearth of business locations.

LLOYDMINSTER, ALBERTA.

Value of Building Permits issued in 1949	\$851,375.00
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Water and Sewer Lines, Sidewalks and Streets	59,500.00
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The building permits represent 166 new buildings erected. Water and Sewer mains cost \$16,000.00, sidewalks \$3,500.00 and hard surfacing one mile of street, forty-six feet wide \$40,000.00.

No estimate is to hand as to 1950 prospects in residential or industrial construction but the Town anticipates further extensions of water and sewer mains will amount to \$25,000.00, sidewalks \$3,000.00 and street improvements \$5,000.00.

PEACE RIVER, ALBERTA.

Value of Building Permits issued in 1949	\$171,550.00
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This amount is composed of:

New residences and additions	109,300.00
Commercial Buildings	58,800.00
Garages, etc.	3,450.00
	<hr/> \$171,550.00

During 1949 a water and sewer project was partly completed at a cost of \$138,588.35, financed by the sale of bonds. The thought is expressed that building construction has attained its peak and estimates for 1950 are markedly reduced. It is planned to extend the sewer system in 1950 at a further cost of \$20,000.00, while tentative enquiries have been received for permits for construction of residences in 1950 to the amount of \$50,000.00 and for commercial buildings for another \$50,000.00.

PONOKA, ALBERTA.

Value of Building Permits issued in 1949 \$445,822.00

This amount is distributed as follows:

<u>New Construction.</u>		<u>Additions & Repairs.</u>	
Residential (40 Dwellings)	\$243,000.00	\$ 8,060.00	
Commercial	112,000.00	8,262.00	
Industrial	10,700.00	---	
Institutional	63,800.00	---	
	<hr/> \$429,500.00	<hr/> \$16,322.00	\$445,822.00

For 1950 there are the projected construction of a Bowling Alley costing \$40,000.00 and a United Church costing \$45,000.00.

WAINWRIGHT, ALBERTA.

Value of Building Permits issued in 1949 \$199,950.00

This amount is divided between:

Business and Residential Construction	99,950.00
New School	100,000.00
	<hr/> \$199,950.00

During 1950 the new School building will be completed, while business and residential construction can already be estimated to reach \$50,000.00.

The Town is working on an ambitious water and sewer utilities programme which it is planned will be completed in 1951 at a total cost of \$250,000.00. Of this sum \$100,000.00 has already been expended.

NUMBER OF NEW INDUSTRIES IN OPERATION OR
UNDER CONSTRUCTION DURING THE YEAR - 1949.

<u>FIRM NAMES.</u>	<u>ADDRESS.</u>
Supreme Oil Refineries Limited	Calgary, Alberta
Industrial Iron Works	" "
Kenway Saddle and Leather Company	" "
Calgary Concrete Block Company	" "
Husky Manufacturing Company	" "
Burrows Pattern Shop	" "
E. A. McKinley Tannery	" "
Westmount Manufacturing	" "
National Products Limited	" "
Hanna's Frozen Food Plant	" "
Commercial Cold Storage Company	" "
Kola Roofing Company	" "
D. & D. Woodworking	Edmonton, Alberta.
C. Winkle and Company	" "
Brabant Brothers	" "
Thipps Manufacturing	" "
G. E. Failing Supply Company	" "
Plastic Platemakers	" "
English Steel Corporation	" "
Concrete Block Plant	" "
Coco Cola Co. of Canada	" "
Stylemaster Apparel Limited	South Edmonton, Alberta.
Monarch Machinery Company	Edmonton, Alberta.
British American Oil Refinery	" "

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NUMBER OF NEW INDUSTRIES IN OPERATION OR
UNDER CONSTRUCTION DURING THE YEAR - 1949.

<u>FIRM NAMES</u>	<u>ADDRESS.</u>
Mountain Minerals	Lethbridge, Alberta.
Penny's Bakery	" "
Lethbridge Co-operative Packers	" "
South Lethbridge Cold Storage and Locker Plant	" "
Kimmet Concrete Products	Medicine Hat, Alberta.
Southern Alberta Furniture Company	" "
Medicine Hat Plastic Shop	" "
Westlock Seed Cleaning Plant	Westlock, Alberta.
Canada Packers Limited Feed Mill	Innisfail, "
Chloro Gas Products	Hanna, "
Mayerthorpe Feed Mill	Mayerthorpe, "
Woodland Dairy Milk Drying Plant	Riley, "
Wetaskiwin Seed Cleaning Plant	Wetaskiwin, "
Big Valley Lockers	Big Valley, "
Imperial Oil Company Limited (Absorption Plant)	Devon, "
George Delsing Woodcraft Shop	Lacombe, "
Canadian Utilities, Vermilion Power Project	Vermilion, "
Donalda Co-op. Locker Storage Association	Donalda, "
Stony Plain Cold Storage Locker Association	Stony Plain, "

OIL DEVELOPMENT IN ALBERTA.

The story of Oil development in Alberta has remained frontpage news for longer than any other major news in 1949. Day by day new records were established, old records surpassed. No industrial growth has compared with it since the discovery of Oil in Texas, and present indications are that Alberta will surpass even that Oil famous State once refinery and pipeline facilities enable the wells to be operated to capacity. At present the wells are on a pro-ration basis for conservation purposes until shipping and refining outlets are constructed to cope with the available supply.

Construction of a pipeline to Eastern Canada and the U.S.A. will, when completed, permit a greatly increased production which will ultimately affect the entire economy of Canada.

At present new wells are being brought into production at the approximate rate of one well in every three days, and 1,070, wells are in production in Alberta as at December 31st, 1949. It naturally follows that refineries must be furnished to deal with this raw material and such construction is promised by two of the major Oil Companies of Canada. This, in turn, means increased employment, bringing in its train increased requirements for houses, stores, schools, churches and expanded water, light and power services. These, in their turn, increase employment, leading to the thought that the wealth now located beneath the surface of our Province is bound to bring in such conditions of prosperity as are beyond the conception of present day thinking.

Many new industries, closely allied to Oil, are pouring into Alberta, bringing new capital for development, new methods of operation, new ideas and new opportunities for gainful employment. It is almost impossible within the scope of this Annual Report to paint too bright a picture of the industrial future of Alberta created by Oil.

The Provincial Marketing Board played its part in this development in 1949. Oil Well casing was located and purchased in seven States of the U.S.A., steel was found for fabrication into Oil Well Equipment, inventories were carried for new companies entering the field, information was supplied to many enquirers who later decided to invest in Alberta's newest industry. The prospect for 1950 is that the Board may have an increasing responsibility in assisting the many foreign companies attracted to Alberta by the magnitude of the possibilities of further new discoveries and the opening of new fields within the Provincial boundaries, but at some distance from the present developments. Even lacking such new discoveries, they are still attracted by the phenomenal expansion of those proven localities now under restricted production.

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The brief itemized statistics which follow are for the period ending December 31st, 1949.

OIL REVIEW FOR 1949.

CRUDE OIL RESERVES.

Increased 650 million barrels to about 1,200 million barrels.

NATURAL GAS RESERVES.

Increased 2,500 billion cubic feet to 7,000 billion cubic feet.

ALBERTA OIL PRODUCTION.

Nearly doubled in 1949 to reach about 20,300,000 barrels..

ALBERTA OIL REVENUE.

Nearly doubled in 1949 to reach about \$59,078,000.00.

GEOPHYSICAL OPERATIONS.

1949 peak 110 crews, about double the 1948 record.

DRILLING OPERATIONS - ALBERTA.

1949 footage drilled 3,273,000 feet, over double former record.
820 Well completions - 565 Oilwells; 34 Gaswells; 221 dry holes.

OIL INDUSTRY SPENDINGS.

1949 - over \$100,000,000.00, double record set in 1948.

600 million barrels or about 1,800 million barrels.

Increased 2,500 million cubic feet in 1965 and 1966.

ALBERTA OIL REFINING

1965 peak 210 crudes, about 1965 about 1965

PRACTICAL ASSISTANCE TO INDUSTRY.

Since the Alberta Marketing Act empowers the Provincial Marketing Board to assist all or any industries within the Province, it is reasonable to expect that definite action is taken to carry out this portion of the Act in the most practical ways apparent. The following material does not attempt to cover this feature of the work of the Board completely, but will serve to illustrate some of the outstanding efforts which have been most successful:

1. Stook Sweeps:

These are mechanical devices for the movement of stooked grain to the separators. The acute shortage of manpower caused by the War directed attention to the urgent need of replacing men by machines. None of the prominent machinery companies were producing machines of this nature. Hay Sweeps, drawn or pushed, were used to a limited extent, but were not satisfactory. The Provincial Marketing Board were called on to deal with the problem.

An extensive survey was carried out during the threshing season of 1942 in co-operation with the Provincial Department of Agriculture and a workable Sweep resulted. Two types of kits were made up containing all necessary iron parts, except wheels, to enable Sweeps to be built locally anywhere in the Province. These were moderately priced and a large number of Sweeps came into use.

Difficulties arose in operation and research work was continued by the Board. Manual hoists became hydraulic, steering was changed several times, with the Board gradually approaching the desired standard of perfect control and operation.

Finally in May, 1949, a machinshop operator - who is, in his own right, the inventor and patenter of a number of articles - was found who undertook to alter the design of the Sweep to overcome all the difficulties the farm users had been experiencing. By the end of that month a perfected Stook Sweep was an accomplished fact. Every requirement was fully met and the Sweep as now constructed is a boon to the Agricultural industry.

Any farmer can now add a workable Stook Sweep to his farm machinery with full confidence in its performance. The Sweep is capable of replacing up to six stook teams, and will carry up to 12 stooks at a load, travelling at the rate of 10 miles per hour. It is simple to operate, even by a youth. It now operates with inexpensive manual hoist instead of hydraulic, and an automatic "push-off" which delivers the bundles exactly where required in a gentle manner.

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There is an important saving in grain losses in this method of sweeping and in a few seasons the farmer should, from this saving alone, recover his initial outlay in a Stook Sweep. The Board is now in a position to provide blueprints to any farmer or agricultural community desiring to construct this Stook Sweep.

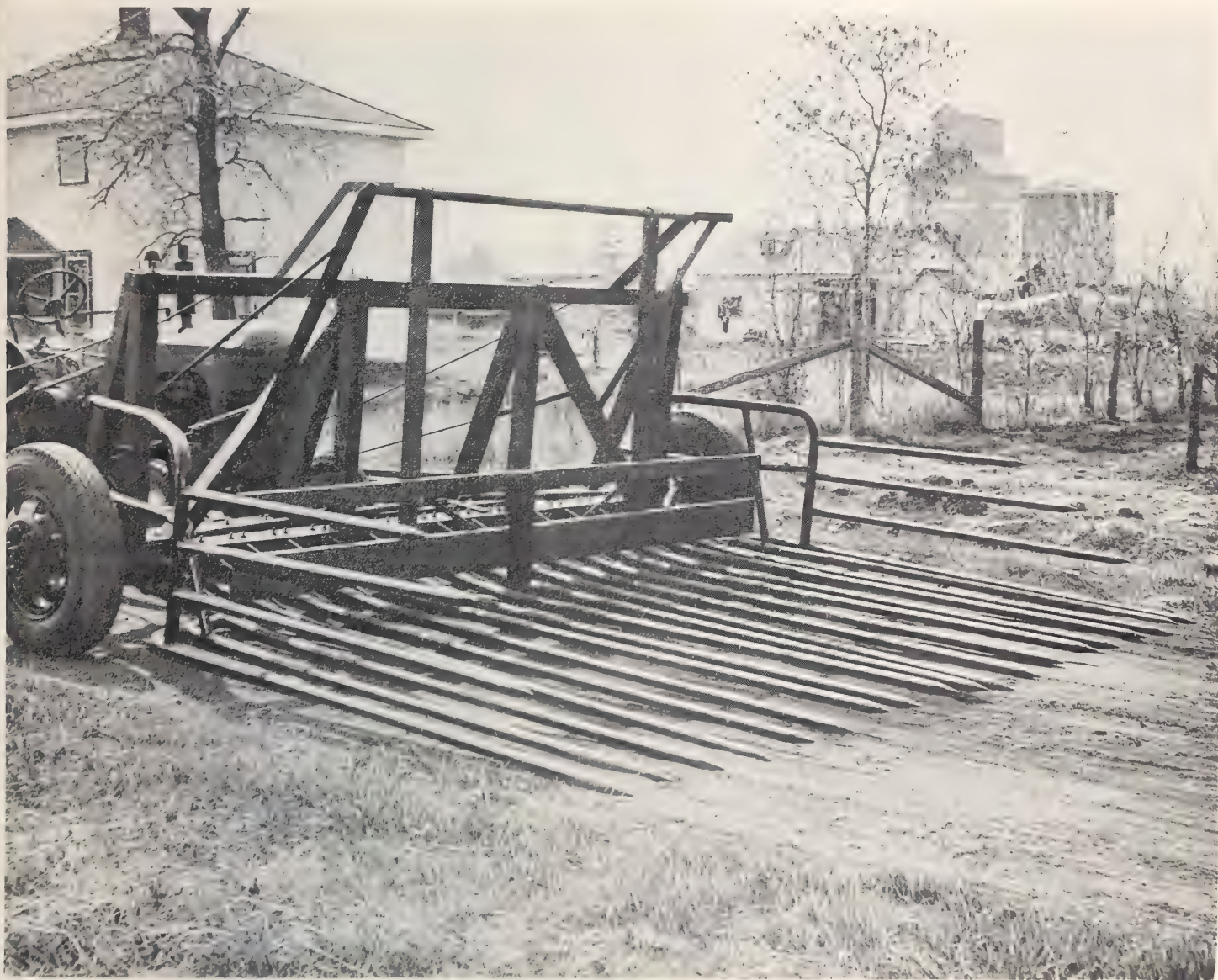


Illustration of Stook Sweep as designed and produced under direction of the Provincial Marketing Board.

2. Tiller Disc Sharpeners:

In June 1941 an Alberta Farmer conceived the idea of sharpening Discs right in the field by means of a device which he designed. Crude as this equipment was (as shown by the illustration below), it proved that the idea was sound and practical. He determined to apply for a patent and to go into production. In wartime this was not simple.

The Provincial Marketing Board were approached and the matter was carefully investigated. Many trials were needed before a formula for a grindstone was found which would stand up under the extreme heat created by friction. Many improvements were

(Forward)

designed in the base, handle and housing, until in June, 1949, eight years after the implement was first brought into being, the finished M.S.L. Disc Sharpener was brought to its highest point in efficiency and appearance as can be seen by the second illustration below.



Original Sharpener now
in the possession of
Marketing Services Limited.



The M.S.L. Disc
Sharpener, 1949
Model.

The outstanding attribute of this Sharpener is its simplicity of operation. The drive belt is powered in the field from the farmer's tractor or by a stationery engine. This rotates the discs towards the operator. When the grinding wheel is in contact with the rotating disc, it also turns. In less than an hour the whole tiller is ready to give better service, where formerly the farmer would have taken the discs to a blacksmith in

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the nearest Town, losing at least a day from cultivating. One Stone will sharpen 75 to 100 single discs, and Stones can be replaced at small cost.

This work of the Provincial Marketing Board, therefore, not only assists Agriculture but may - after Patent is issued - result in the establishment of a very useful industry for the continued production in Alberta of an Alberta-made implement. Sales of this Sharpener have been high in the Province of Saskatchewan, and a small number have found their way into the further Provinces of Manitoba and Ontario.

3. Chain Crawler Hoists.

The Provincial Marketing Board have also been interested in the manufacture and distribution of the Loblick Chain Crawler Hoist. This device will raise or lower weights up to $1\frac{1}{2}$ tons, and is capable of being operated manually by a well grown youth or average man. It is adjustable to be used with $\frac{1}{4}$ " or $9/32$ " chain. The ease with which it can move dead weights is incredible. It has been used to pull a stalled caterpillar tractor out of a ditch when all available motive power had failed to move it. This hoist is of value to farmers, machine shops, lumber yards, truckers, or any place where heavy materials need to be lifted or lowered. It has been patented by the inventor and is sold at a very reasonable price.

The illustration below gives only a general impression of the design. The effectiveness of the Hoist can only be appreciated when seen in action.



Loblick Chain Crawler Hoist.

4. Automatic Coal Stokers:

Here is an outstanding example of the policy of the Government through the Alberta Marketing Act in action.

An Albertan machinist patented an idea for the improvement of automatic coal stokers and went into production to a very limited extent. Eventually he approached the Provincial Marketing Board for assistance in obtaining fans, gears, worms, motors, hoppers and transmissions. These were obtained as required and production increased. The Board, however, went further and obtained data and samples of new types of worms or augers with variable pitch on a trial basis. Arrangements were also made for several parts to be manufactured in Alberta, resulting in satisfactory deliveries at greatly reduced costs.

Finally the manufacturer was put in touch with an Alberta manufacturer of furnaces, who was so much impressed by the new automatic stoker that he decided to sell a stoker whenever possible with every furnace. This resulted in an Agreement being drawn between the two manufacturers for the greatly increased manufacture of the stokers. This may require a new building to be erected by the stoker manufacturer in the summer of 1950. A sales organization has also been formed and has had one very successful trip into Manitoba.

The future of this small industry appears to be assured, and it is anticipated that by the end of 1950 it will be able to take care of all of its own requirements, without the directed assistance of the Provincial Marketing Board.

5. Furnace Manufacturing:

During 1949 the Provincial Marketing Board continued to maintain an inventory of galvanized sheet metal and black iron for the manufacturer of a very successful coal burning furnace, sold in every part of Alberta. This same manufacturer has now allied himself with the coal stoker manufacturer, previously referred to, and anticipates greatly increased production in 1950. This will necessarily increase his requirements of sheet metal and iron, which will be a responsibility of the Provincial Marketing Board until these materials are in better supply in the Canadian market.

6. Patents:

The efforts of the Provincial Marketing Board are continuing on behalf of the inventor of the M.S.L. Disc Sharpener. Meanwhile, in 1949 there were 1,000 of these manufactured under the direction of the Board, additional to a carryover of 990 from 1948, and 1,623 sold to our farming communities, and also some sales in Manitoba and Saskatchewan. The Patentee may shortly be in a position to carry on the manufacture and sale of his invention with many established Agents and several trained salesmen to assist him.

the Alberta Marketing Act in action.

Finally the manufacturer was put in touch with an Alberta manufacturer who decided to sell a quantity of material which was already in the hands of the manufacturer. An agreement being drawn between the two manufacturers for the material to be used in the manufacture of the product.

The purpose of this and the other steps appears to be to ensure, and it is the own requirements, without the direct assistance of the Provincial Marketing

D. Provincial Marketing

very successful in the marketing of the material. This will necessarily increase the requirements of sheet metal and will be a responsibility of the Provincial Marketing Board until these materials are in better supply in the Canadian market.

The efforts of the Provincial Marketing Board are continuing on behalf of the Government of the M.S.L. Isaac Sharpener. Meanwhile, in 1949, the Board has also been in Manitoba and Saskatchewan. The Board is to carry on the manufacture and sale of the material.

7. Oxygen and Acetylene:

An important branch of this industry has been assisted in the procurement of cylinders, and has now grown to the place where it is in a strong financial position, is well established and no longer requires assistance from this Board. In a recent letter from the Directors of this company, it is pointed out that this happy situation would still have been far in the future had it not been for the assistance rendered by the Provincial Marketing Board.

8. Oil Sands Project at Bitumount:

The work of the Provincial Marketing Board, as Agent for the Government in the research into the successful extraction of oil from the Tar Sands deposits at Bitumount, was fully outlined in the Tenth Annual Report of the Board. During 1949 work at the Pilot Plant was carried some steps further but closed down in the early Fall.

The urgency for the development of a method of extraction of this oil, economically and competitively, has been reduced by the discoveries of crude oil elsewhere in the Province. Should it be found necessary to continue this experimental work the Provincial Marketing Board will stand ready as agent for the Provincial Government to continue its contribution to the success of the operation at this location.

9. Rock Wool Insulation:

Although not generally well known to the Alberta Public, the manufacture of Rock Wool insulation in the Province from Alberta raw materials is of more far reaching importance than the majority of citizens recognize.

At a time when building reached an all-time high, the availability of this insect proof, moisture proof and fireproof insulation added much to the safety and comfort of thousands of newly constructed homes and plants. In this case, it was necessary for the Board to take complete control of the operation by its own appointed General Manager, complete the construction of the plant and develop a Sales organization. After an uphill fight, the company finally showed a profit on its operation.

About this time new outside capital was attracted by this favorable position and acquired control of the stock of the company, installed additional machinery, and expanded the plant. Thus - through the efforts of the Provincial Marketing Board - Alberta is assured of a major industry, with increased employ-

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ment, whose product carries Alberta-made goods into the neighbouring Provinces, a direct contribution in advertising the diversity and wealth of Alberta's raw materials and Natural Resources.



Shipment of Rock Wool leaving the Plant
at Gap Lake, Alberta.

10. The Woollen Mill, Magrath, Alberta.

During 1949 the Provincial Marketing Board ceased to operate the Woollen Mill, at Magrath, as Agent for the Provincial Treasurer. On August 1st, 1949, a Crown Company was formed - by authority of the Alberta Marketing Act - as a subsidiary of the Provincial Marketing Board.

With the provision of a limited amount of new machinery and equipment, and the repair and restoration of the old, the Mill went into production and is, at the date of this report, producing around 300 blankets daily. These are blankets of outstanding quality, which it is anticipated will meet with a ready demand from the buying public in all of the Western Provinces as soon as the newly organized sales department can get these products to retail counters.

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In texture, weight, weave and colour, they are unexcelled and have been given the highest possible rating by experts in this line.

The Mill now gives gainful employment to representatives of over sixty families in this small Town, with a monthly payroll exceeding \$8,000.00.

The making of custom blankets in exchange for Alberta wool is being continued and is expected to develop to greater proportions than ever before. As experience and knowledge together contribute to success, it is felt that the maximum capacity of this Mill may be taxed in a few months' time to meet the demand, chiefly by Alberta citizens for a truly Alberta product. Custom blankets are those blankets which are manufactured for customers who send in to the Mill, wool, woollen garments and soft rags plus cash for the manufacturing costs and receive blankets in return as ordered by them. These are dealt with by Crown Custom Blankets, an organization within the parent Company, Prairie Woollen Mills, Limited, and have their own labels similar to those reproduced herewith:



NOTE: See Crown Custom Catalogue on inside back cover.

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Commercial blankets are those manufactured solely for wholesale and retail outlets, and sold under the name of the Sovereign range. They have distinctive and attractive labels similar to the sample illustrated below:



11. Propane Gas:

A major development from our growing oil industry has been the increased manufacture and use of Propane Gas. Many agricultural families in outlying districts now enjoy in their homes all the comforts of City houses by means of Propane Gas.

It is used to give a brilliant light, comfortable heat in radiants, ranges and furnaces, and supplies of hot water for all domestic purposes.

The Provincial Marketing Board has been very active in 1949 in assisting in the growth of this industry. Appliances of every nature have been procured and made available for the unprecedented demand, and it is largely due to the work of this Board that so many people in Alberta today enjoy the advantages of this product.

There is now under construction a new Alberta refinery which will produce Propane Gas which will help greatly to meet the growing demand in the Province. The Provincial Marketing Board may have to expand its present activities to ensure the fullest possible availability of equipment to those citizens who will rely on this Gas to supply their homes with comforts otherwise denied to them.

12. Disposal of Motor Vehicles:

During the last two years the Board has acted as agent for all Government Departments in the disposal of used motor vehicles, including passenger cars and trucks. Seven sales have been held, each sale being advertised through daily papers in the Province. These advertisements requested the General Public to bid by sealed Tender on cars as specified. The result of these sales has been the disposal of One Hundred and Fifty-Two motor vehicles, the total selling price of which is \$134,743.42.

F. VETERANS' ASSISTANCE.

Throughout 1949 the Board continued its efforts to assist veterans in dealing with the shortages of vital materials. Fortunately the supply situation did improve and many worthy cases could be given all of the aid they desired before winter conditions set in and put a stop to most forms of construction. The outlook for 1950 is materially brighter as far as the supply of building materials is concerned.

G. MARKETING SERVICES LIMITED.

Marketing Services Limited is a wholly owned subsidiary of the Provincial Marketing Board and operates the trading accounts as are referred to in the Auditor's statement for 1949. Attention is drawn to the following points of interest.

After providing sufficient reserve for bad debts and stock obsolescence a net profit was realized as shown by the Auditor's statement. It is to be noted that this corporation, as a trading activity, is required before net profits are determined, to pay from its operation, all salaries, rentals, interest on borrowed capital and all other expenses incurred in its operations.

H. COMPARATIVE TABLES ON ALBERTA INDUSTRIES.

A comparison of the Statistics for the Province of Alberta which follow will prove of considerable interest to the student of World Affairs. Where for the year 1948 only three items had shown decreases in production volume or sales value there is a completely different picture shown for the year 1949. As in 1948 the production of Flour Mills showed a decrease in 1949 of 9.83%. However, in view of higher prices their sales in 1949 showed an increase of 21.14% as compared with a decrease of 12.38% in 1948. Packing Plants showed marked decreases in production, sales and meat exports in 1949, which is the more remarkable in view of the increase which they had shown in 1948. The production of Butter also showed a marked decrease in 1949 as did Salt production which had been on an upward trend in 1948.

These changes can largely be attributed to a weakened Export market, most prominent in which is the reduction of our exports to the United Kingdom. A levelling off will undoubtedly operate in due course, and new Export markets may be obtained as currencies reach a more settled position. At present there is a sharp antagonism evidenced between the Sterling areas and the Dollar areas which will affect the relationships between those areas with respect both to imports and exports.

(Forward)

It will not be of any surprise to students of these Statistics that in 1949 Petroleum production showed an increase of 84.50% with an increase in value of the said production of 67.96%. In fact, so rapidly is our new Oil wealth being developed that even these figures may have been very much surpassed by the time this Report gets into print. New producing wells are being brought in at the approximate rate of one in every three working days, and with the construction of pipe lines around the Leduc and Redwater fields, a much greater flow can be permitted than is now possible, resulting in a sharp advance in sales and in the value of Oil and Petroleum products produced.

It is highly probable that the increase of 20,000 employees, employed in the Industries reporting, can largely be attributed to the discovery of Oil, and those Industries which follow in its wake, and this increase is represented by an increase of \$40,500,000.00 in payrolls in 1949.

Every reader of this report will find cause for satisfaction in a study of the Provincial Statistics furnished herewith.

	1948	1949	INCREASE	DECREASE	INC. %	DEC. %
<u>RETAIL SALES</u>						
<u>WHOLESALE SALES</u>	\$ 519,200,000	585,000,000	65,800,000	--	12.67	--
	\$ 343,863,530	405,000,000	61,136,470	--	17.78	--
<u>EMPLOYEES</u>	No.	210,000	20,000	--	10.53	--
<u>SALARIES AND WAGES PAID</u>	\$ 285,000,000	325,500,000	40,500,000	--	14.21	--
<u>VALUE OF MANUFACTURERS' PRODUCTS</u>	\$ 350,000,000	360,000,000	10,000,000	--	2.86	--
<u>FLOUR MILLS</u>						
Production	2,877,182	2,594,392	--	282,790	--	9.83
Sales	20,592,523	24,946,113	4,353,590	--	21.14	--
<u>PACKING PLANTS</u>						
Production	272,776,335	223,661,440	--	49,114,895	--	18.01
Sales	\$ 92,861,768	81,193,780	--	11,667,988	--	12.56
Meat Exports	Lbs. 181,558,951	125,392,856	--	56,166,095	--	30.94
<u>BUTTER PRODUCTION</u>	Lbs. 32,421,000	31,996,000	--	425,000	--	1.31
<u>CHEESE PRODUCTION</u>	Lbs. 2,566,000	2,781,000	215,000	--	8.38	--
<u>COAL PRODUCTION</u>						
Quantity	8,111,013	8,616,983	505,970	--	6.24	--
Value	\$ 41,875,044	44,541,538	2,666,494	--	6.37	--
<u>PETROLEUM</u>						
Sales	\$ 61,967,310	66,308,047	4,340,737	--	7.00	--
Production	Bbls. 10,973,583	20,246,466	9,272,883	--	84.50	--
Value	\$ 35,127,751	58,999,936	23,872,185	--	67.96	--
<u>SALT PRODUCTION</u>	Tons. 34,329	28,659	---	5,670	--	16.52

RETAIL TRADE - ALBERTA - BY KINDS OF BUSINESS.

<u>KINDS OF BUSINESS.</u>	<u>1948</u>	<u>Percent of Total</u>	<u>1949</u>	<u>Percent of Total</u>
	<u>\$</u>	<u>\$</u>	<u>\$</u>	<u>%</u>
Grocery and Combination Stores	\$ 59,100,000	11.38	\$ 66,500,000	11.44
Meat Stores	11,900,000	2.29	13,620,000	2.34
Country General Stores	60,500,000	11.65	61,870,000	10.65
Department Stores	51,400,000	9.90	56,530,000	9.73
Variety Stores	6,700,000	1.29	7,540,000	1.30
Motor Vehicle Dealers	66,400,000	12.79	81,690,000	14.06
Garages and Filling Stations	27,300,000	5.26	30,610,000	5.27
Men's Clothing Stores	8,800,000	1.69	8,840,000	1.52
Family Clothing Stores	6,800,000	1.31	6,920,000	1.19
Women's Clothing Stores	9,600,000	1.85	9,940,000	1.71
Shoe Stores	3,200,000	.62	3,640,000	.63
Hardware Stores	18,400,000	3.54	19,520,000	3.37
Lumber and Building Materials Dealers	31,900,000	6.14	35,400,000	6.09
Furniture Stores	8,600,000	1.66	9,290,000	1.60
Appliance and Radio Stores	4,200,000	.81	4,500,000	.77
Restaurants	23,600,000	4.55	26,550,000	4.57
Coal and Wood Dealers	2,000,000	.39	1,910,000	.33
Drug Stores	12,500,000	2.41	12,990,000	2.23
Jewellery Stores	4,500,000	.87	4,630,000	.79
Tobacco Stores	3,700,000	.71	4,160,000	.72
All other Stores	98,100,000	18.89	114,440,000	19.69
	<hr/>	<hr/>	<hr/>	<hr/>
Total	\$519,200,000	100 %	\$581,090,000	100 %
	<hr/>	<hr/>	<hr/>	<hr/>

COST OF LIVING INDICES SHOW UNFAVOURABLE TREND.

Contrary to forecasts based on business reports at the close of 1948 no levelling of price ceilings became effective in 1949. With the exception of Food which declined fractionally from 202.0 in December 1948 to 201.9 in December 1949, all prices showed increases. There is little in the Dominion picture to hold out any hope for a material change in 1950. Foreign markets have declined for most agricultural products, labour costs are constantly rising, imported raw materials are becoming more costly. The removal of Federal controls may further contribute to a continued rise in the Cost of Living.

The figures below indicate the changes in the Dominion Bureau of Statistics Cost of Living Index to the end of December, 1949.

INDEX NUMBERS OF LIVING COSTS IN CANADA.
(Prices in 1935 - 1939 equal 100)

	Percent- age Increase since Aug. 1939	Total	Food Index	Rent Index	Fuel & Light Index	Cloth- ing Index	Home Furnish- ings and Service	Miscel- laneous Index
<u>1948</u>								
Jan.	47.1	148.3	182.2	119.9	120.4	161.2	158.4	122.6
Feb.	48.9	150.1	186.1	119.9	120.1	165.1	159.9	122.8
March	49.6	150.8	185.9	119.9	121.0	169.9	161.2	122.8
April	50.4	151.6	186.8	119.9	121.3	172.9	161.9	122.9
May	52.1	153.3	191.2	120.9	122.7	173.6	161.9	122.9
June	53.1	154.3	193.9	120.9	124.3	174.8	162.0	122.7
July	55.7	156.9	201.3	120.9	124.5	175.4	162.8	123.1
Aug.	56.3	157.5	202.6	120.9	127.7	175.9	161.4	123.4
Sept.	57.6	158.9	203.9	121.0	128.5	179.9	164.2	124.4
Oct.	58.3	159.6	205.4	121.0	128.8	181.0	165.1	124.4
Nov.	58.3	159.6	204.7	121.0	129.0	185.5	166.0	124.6
Dec.	57.6	158.9	202.0	121.7	129.1	181.5	166.2	124.6
<u>1949</u>								
Jan.	58.3	159.6	202.0	121.7	130.0	181.9	167.0	126.6
Feb.	58.2	159.5	200.4	121.7	130.8	181.8	167.8	128.1
March	57.9	159.2	199.1	121.7	131.0	182.7	167.9	128.1
April	58.0	159.3	198.5	122.4	131.0	183.2	168.0	128.4
May	58.2	159.5	199.5	122.4	129.1	183.3	168.1	128.4
June	59.2	160.5	202.9	122.4	128.7	183.3	167.7	128.4
July	60.8	162.1	207.2	123.4	129.1	183.3	167.5	128.5
Aug.	61.5	162.8	209.2	123.4	129.5	183.2	167.4	128.9
Sept.	61.0	162.3	207.0	123.9	130.1	183.5	167.4	128.9
Oct.	60.9	162.2	205.0	123.9	134.1	184.1	167.2	130.2
Nov.	60.4	161.7	203.3	123.9	135.1	183.7	167.4	130.2
Dec.	60.2	161.5	201.9	125.0	135.2	183.7	167.1	130.5

GENERAL BUSINESS REVIEW AND OUTLOOK.

Reports indicate a continuing high level of business. In December, the Dominion has had more price increases, inventories are down, the employment trend is lower. Canadian Industrialists are troubled over the decline of exports and the increased competition from devalued currency Countries. As the year ends, business conditions reflect a general feeling of optimism. Except for the advance in steel prices late in the month, the December price trend was dominated by a tendency to level off and stabilize. Industrial inventories generally continue to decline; turn-overs are reported satisfactory; few items, with the exception of those including steel, are really hard to get.

In buying policy, the general pattern remains within a "hand to mouth to 90 day" range, with inventories low, production schedules are holding up, and prices are showing more stability. Buyers are looking at future commitment schedules with more confidence.

In the employment picture, normally industrial employment slacks off during December. Re-employment will be, it is generally reported, on a more selective basis.

The outlook for 1950, therefore, is considered as follows: Business will be tougher, much more competitive, the ultimate buyer more discerning. The consumer buying pattern promises to change very markedly through 1950. This is something that should be taken into fullest consideration by business in its forward planning, just as it is already being considered by the Banks and other lending agencies in shaping their policies for credit in the year that lies just ahead.

For business in general, the attitude in approaching the new year, 1950, is justifiably one of caution. Business men will do well to watch loans, watch credits, watch all inventories, watch forward commitments, and above all, watch consumer trends, and to be conscious of external trade developments.

There is no doubt that sound National Governmental policies could help appreciably in bringing about a better balance between demand and potential supply, but the fact remains that it is bound to take time, and the process of adjustment almost certainly will be accompanied by at least a temporary increase in unemployment. On the other hand, serious as the postwar readjustment problems may be, there is hardly any danger of a sharp business contraction for 1950.

CONCLUSION.

In closing may I express to you, Sir, and to your Deputy Minister, and to the officials of this and the other Departments of the Government, my sincere thanks for the interest that has been taken in our operations.

To the manufacturers, wholesalers, retailers, and the ultimate consumers of the Province, may I extend my appreciation for their co-operation, which has in a large measure been responsible for bringing about the successful year the Board has enjoyed and which has just closed.

To Mayors and other municipal officials, to the Industrial Commissioners of Cities, and to the Press throughout the Province, who during the year of 1949 have in their several ways co-operated with the Board as its work has been carried on in their various communities, may I express appreciation and thanks.

To the Marketing Board members and their assistants, permit me to further convey my thanks for their co-operation which has been at all times so generously given.

Respectfully submitted,

Aug 64, 65

Chairman.

